

The Decra® Story



1941: RAF aircraft hangars are painted black during World War II to camouflage them at night from German bombing raids. The paint is made from bitumen as normal paint ingredients are in short supply. Many of these aircraft hangars can still be seen today.



1954: Mr. Fisher acquires the rights to manufacture the bitumen paint in all areas outside the UK and returns to New Zealand to establish the first overseas manufacturing plant.



1957: The company produces its first bitumen-coated roof tile. Natural stone chips are used to prevent the tiles from sticking together, but soon become a design feature demanded by the market.



1942: Boxing legend, Muhammad Ali, is born.



1948: After the war, many temporary hangars were dismantled. Lou Fisher realises how bitumen paint has protected the steel from rust and corrosion and an idea is born...



1953: New Zealander, Sir Edmund Hillary, was the first to conquer Mount Everest.



1955: Decramastic is registered as a trademark by L. J. Fisher and Co. to prevent copy and fake products.

1940s

The Decra® story begins during World War II when British aircraft hangars were painted with black bitumen paint for camouflage.

After the war, it proves virtually impossible to remove the paint. New Zealander, Lou Fisher, recognised the commercial value of such a material.

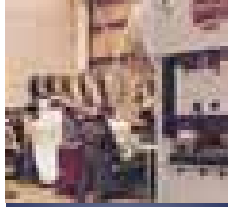
1950s

After securing the rights, Lou Fisher begins the manufacture of Bitumen Mastic in New Zealand, applying it to pressed metal roof tiles to prolong their lifespan. A stone chip coating is soon added and the Decra® tile is produced!

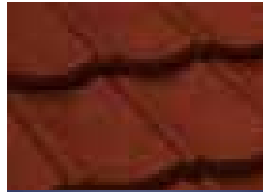
1964: Jomo Kenyatta becomes the President of Kenya.



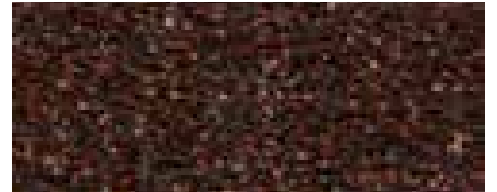
1967: The 7-pan Decra® tile becomes interlocking, giving complete tile-to-tile contact the entire length of the roof. This provides extreme strength and absolute weather security.



1963: Decra introduces the 10-pan tile.



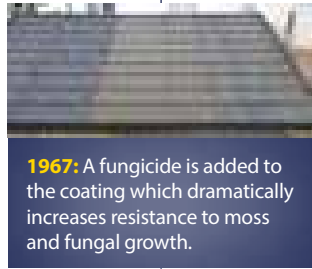
1971: A PVA overglaze is added to the tile to improve chip adhesion. This provides a much tougher finish and also enhances the appearance of the roof.



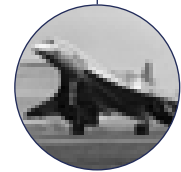
1974: Decra® perfects the 'double drop' technique which applies stone chip into the basecoat to ensure optimum adhesion and then adds a second layer of smaller stone chips. This ensures maximum coverage.



1961: John F. Kennedy becomes the President of the USA.



1967: A fungicide is added to the coating which dramatically increases resistance to moss and fungal growth.



1976: Concorde takes off.



1963: Martin Luther King Jr. addresses the public with his, "I have a dream..." speech.



1967: The Beatles' 8th studio album, Sgt. Pepper's Lonely Hearts Club Band, is released.



1978: PVA overglaze is replaced by a more advanced, more durable pure acrylic coating.

1960s

The Beatles rock as James Bond rolls onto our cinema screens. In New Zealand, Decra® scientists are working hard on various innovations and product developments to make the Decra® tile even better.

From 1967, Decra® tiles became interlocking providing a weather tight seal and security.

1970s

The decade of flared trousers and long hair. Development of the Decra® tile continues in earnest and an improved basecoat achieves the aim of increasing stone chip adhesion.

With such a high quality product, it's no wonder Decra® tiles are exported around the world with new markets opening up throughout the 1970s.

1980: A technological breakthrough enables the original bitumen emulsion to be replaced with a modern acrylic barrier coating system. Decra® tiles remain the most technologically-advanced tile on the market.



1981: Major research is carried out at the Decra® facility in New Zealand to address; UV radiation, coastal salt corrosion and urban atmospheric pollution.



1992: Decra® Shake is launched, combining the latest technology with traditional and natural-looking aesthetics. Decra® Shake becomes popular as a fireproof replacement to grass roofs.

1994: Nelson Mandela becomes the President of South Africa.

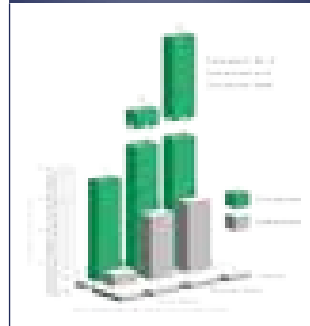


1980: SADC is formed by 9 southern-African states.



1986: To improve stone chip adhesion even further, a seal coat over primer is added, which also enhances anti-corrosion properties.

1994: The Decra® laboratories in New Zealand prove that alu-zinc steel outperforms galvanised steel in all areas using established scientific techniques and real-life testing.



1983: All Decra® roof tiles now include three layers of protective coating on the underside of the tile, and five layers on the outer-side of the tile.



1989: The latest profile from Decra® becomes an instant Classic.



1995: Decra® released the new Shingle tile with both horizontal and vertical lines, as well as two-tone patched stone chip. Another first!

1980s

The world is changing fast as we enter the technological age. Decra® employs new technology not only to develop an all-new basecoat that replaces the original bitumen emulsion, but to conduct exhaustive testing of our products. Meanwhile, the internet is established and Michael Jackson changes the way we danced with the moonwalk.

1990s

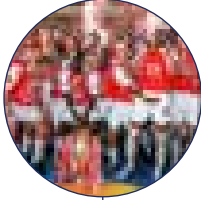
Celebrations are held around the world as Nelson Mandela completes his Long Walk to Freedom - becoming President of South Africa in 1994.

Meanwhile, Decra® laboratories and real-time testing proves that the alu-zinc steel used to make Decra® tiles is far superior than galvanised steel.

2000: Due to growing demand, Decra® opens an office dedicated to serving the African market.



2003: Arsenal's 'Invincibles' go an entire Premier League season unbeaten.



2011: Decra® professional installation training courses commence. Throughout the decade, thousands of installers in sub-Saharan Africa earn bronze, silver or gold qualifications.



2016: The all-new Decra® Slate profile launches.

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019



2004: Facebook launches and goes on to change the way the world communicates.



2010: South Africa host the FIFA World Cup, which was the first played on African soil.



2008: The Decra® Milano profile launches, replicating Mediterranean-style tiles but with all of the benefits of Decra®.



2012: David Rudisha sprints a World Record 1:40.91 in the Men's 800m at the London Olympics.



2015: All genuine Decra® roof tiles include the Decra® logo printed on the back of the tile. An online campaign highlighting the hash tag '#GenuineDecra' commences as part of the brand marked tile release.

2000s

New manufacturing facilities are opened and new profiles are introduced into the Decra® range.

A dedicated office for Africa is opened and distribution is soon established throughout sub-Saharan Africa. By the end of the decade, Africa becomes Decra®'s biggest market.

2010s

Seven decades after the Decra® story began, innovation, consistent quality and a business focused on people have made Decra® a market leading global success. To protect our customers from fakes and copies, our tiles are branded with the Decra® logo and in 2016 an all new Slate profile is introduced to the portfolio. Africa remains the most important market for Decra® and we carry our brand values into the future.

Join Our Network



Don't have time for social media? Our monthly newsletter contains important updates, news from your area and interesting facts about what makes Decra[®] different. Sign up today by visiting: www.decraafrica.com to have it delivered straight to your inbox.



Keep up to date with our latest news and innovations by searching 'Decra Roofing Africa' or visiting: www.facebook.com/decraafrica



Tweet us by searching 'Decra Africa' or by mentioning @decraafrica in your post. Alternatively, you can visit: www.twitter.com/decraafrica



Our installation videos and TV commercials can be viewed on our very own YouTube Channel. Search 'Decra Africa' or visit: www.youtube.com/decraafrica



Join our professionals' network online by visiting our LinkedIn account. Simply search for 'Decra Roofing Systems Africa'.



Find inspiration and 'like' our content on our Instagram feed by searching for 'Decra Africa'.

A World-Leading Brand

Decra[®] is an internationally registered trademark, proud of our heritage as a supplier of premium roofing products for more than 50 years. Today, after five decades, we continue to lead the industry in pressed metal roof tile technology.

Where Decra[®] leads, others follow. Decra[®] has dominated the world market for coated pressed metal roof tiles for more than five decades. It was not until the 1990s that other companies recognised our success and tried to emulate us. To remain at the vanguard of the industry, Decra[®] continues to focus on research, development and design innovations to meet individual market needs for premium, long lasting roofing products.

Made to the Highest Standards

Decra[®] is the only steel roof tile manufacturer with evidence that its roofs outlast the performance warranty. We maintain a stringent program of monitoring sample roofs in a variety of extreme climatic environments. This rigorous testing enables us to continually improve materials and manufacturing processes to further enhance the performance of our roofing products.

Decra[®]'s commitment to quality goes beyond the factory gate. We provide specially designed installation tools and training for installers so that each installation of a Decra[®] roof is carried out to our high international standards.

Make Sure It's Genuine



#GenuineDecra

www.decraafrica.com

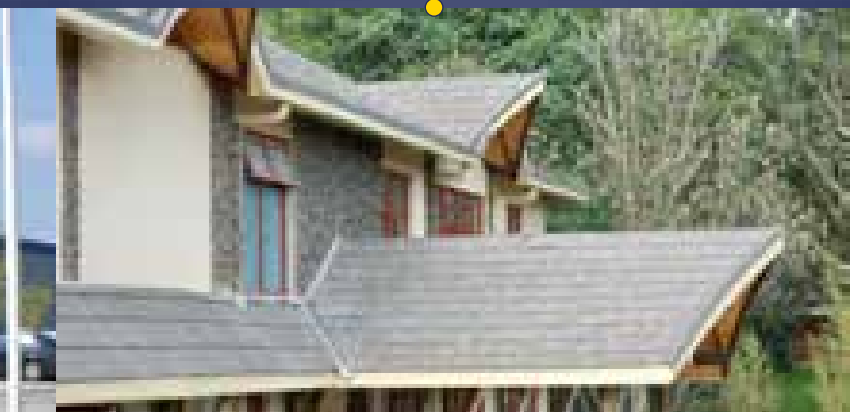
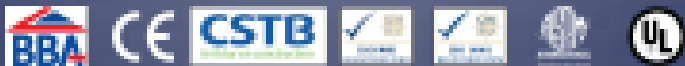


Certified Around the World

Decra® roofing products comply with rigorous international building regulations. Our products are certified in many countries globally; in the United Kingdom, Europe, USA, Japan, Australia and New Zealand. Our products are manufactured to ISO 9001 International Quality Management Standards in accordance with the EU Construction Products Directive, and in conformance with the EN14782 and EN508-1 European Standards, as stated in our CE Declaration of Conformity. Our manufacturing plant is registered to ISO14001 Environmental Management Systems Standards.

Made for Africa

Decra® has built an extremely strong presence in Africa and we are strongly committed to meeting the diverse requirements necessary to roof Africa's homes. From colour that doesn't change to alu-zinc steel that has a lifespan 6-9 times longer than galvanised steel, Decra® roof tiles are tried, tested and proven in Africa's atmospheric environments. In fact, the first Decra® roof in Africa was supplied in Nakuru, Kenya back in the 1970s and since then, Decra® has gone from strength to strength by delivering consistent high quality.



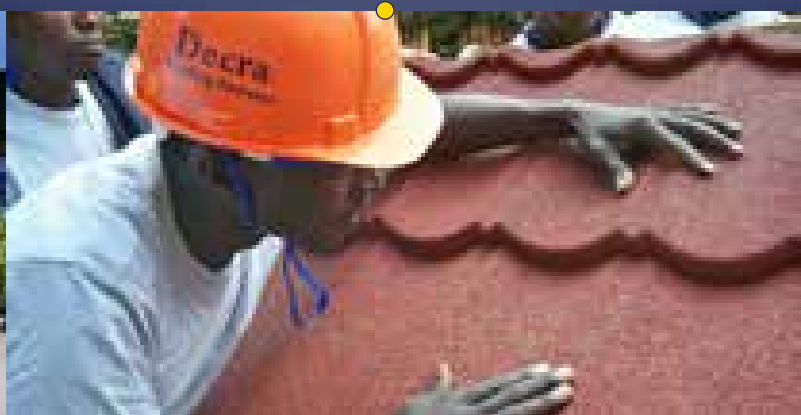


A People Business

People are at the heart of everything we do. Your roof protects your home and your family, and our family takes this responsibility seriously. From the artisans in New Zealand who make our roof tiles, to our distributors who ensure you receive the best possible roof tile with the best possible service, and the installers who make sure your roof is installed professionally. It's no accident that a Decra® roof leaves you feeling safe, secure and proud. We invest heavily in our teams around the world to ensure you receive the highest standards.

Your Official Decra® Distributor

We only appoint one Decra® distributor in each country. We work closely with our chosen partners to ensure they have all the knowledge needed to give you world class service. Their sales teams undergo specialist training and we are convinced that you won't find a better experience anywhere else. Remember, genuine Decra® roof tiles are only available from our official distributors. To check who your official Decra® distributor is, or to report a fake distributor, email us at enquiries@decraafrica.com. If anybody else offers you Decra® roof tiles, they are fake and will not perform to our high standards.





**Celebrating 60 Years of
The World's Original
Stone Coated Metal Roof Tile**